

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application: Jordan J. Louviere et al

Art Unit: 2142

Application No.: 09/648,429

Examiner: Beatriz Prieto

Filing Date: March 14, 2005

Confirmation No.: 6023

Title: AUTOMATED ON-LINE EXPERIMENTATION TO MEASURE USERS BEHAVIOR TO
TREATMENT FOR A SET OF CONTENT ELEMENTS

POWER OF ATTORNEY EXECUTED ON BEHALF OF THE ASSIGNEE

Commissioner of Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

I hereby revoke all previous powers of attorney given in the above-noted application.

I hereby appoint the practitioners associated with the Customer Number 79,340 as our attorneys or agents of record to prosecute and transact all business in the United States Patent and Trademark Office in connection with the above-noted application.

Per 37 CFR 3.73(b)

The below signer is an authorized signatory on behalf of Accenture Global Services, GmbH, the assignee of record. The assignee is the 100% owner of the entire right, title, and interest of the above-noted application. The assignment was recorded in the United States Patent and Trademark Office at reel/frame 021316 / 0483.

Respectfully Submitted,

Date: _____

3/24/09



Name: Wayne P. Sobon
Title: Manager, Director of Intellectual Property
Company: Accenture Global Services, GmbH



UNITED STATES PATENT AND TRADEMARK OFFICE

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

JULY 31, 2008

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UNITED STATES PATENT AND TRADEMARK OFFICE
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ASSIGNOR:

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TITLE: AUTOMATED ON-LINE EXPERIMENTATION TO MEASURE USERS BEHAVIOR TO TREATMENT FOR A SET OF CONTENT ELEMENTS

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MARY BENTON, EXAMINER
ASSIGNMENT SERVICES BRANCH
PUBLIC RECORDS DIVISION